

GENERAL SERVICES ADMINISTRATION
Federal Supply Service
Authorized Federal Supply Schedule Price List

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA *Advantage!*, a menu-driven database system. The INTERNET address for GSA *Advantage!* is: www.GSAAdvantage.gov .

Schedule 541
Advertising & Integrated Marketing Solutions (AIMS)

Contract Number: **GS-07F-0247V**

For more information on ordering from Federal Supply Schedules click on the FSS Schedules at www.fss.gsa.gov .

Contract Period: April 8, 2009 through April 7, 2014

Contractor Name: ASAP Direct, Inc.
Address: 9860 SW 121 Street Miami, FL 33176
Telephone: 305.710.4630
Fax Number: 305.233.3501
Web site: www.asapbrand.com

Contact for contract administration:
Alex Schreer
305.962.2727 voice
305.233.3501 fax
alex@asapbrand.com

Business Size: Small Woman-Owned Business



CUSTOMER INFORMATION

- 1a. SIN 541-1 Advertising Services
SIN 541-4A Market Research and Analysis Services
SIN 541-1000 Other Direct Costs
- 1b. Identification of the lowest price model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply. Not applicable.
- 1c. See Below.
- 2. Maximum order for each SIN: \$1,000,000.00 or limit specified by each SIN.
- 3. Minimum order: \$100.00
- 4. Geographic coverage (delivery area): Domestic.
- 5. Point(s) of production (city, county, and state or foreign country): Miami, Florida
- 6. Discount from list prices or statement of net price: Not applicable.
- 7. Quantity discounts: None.
- 8. Prompt payment terms: 1% Net 10 Days.
- 9a. Notification that Government purchase cards are accepted at or below the micro-purchase threshold: Yes
- 9b. Government purchase cards are accepted above the micro-purchase threshold.
- 10. Foreign items: None.
- 11a. Time of delivery: As specified on agency Task Order.
- 11b. Expedited delivery: As specified on agency Task Order.
- 11c. Overnight and 2-day delivery: As specified on agency Task Order.
- 11d. Urgent requirements: Contact contractor.
- 12. F.O.B. point(s): Destination
- 13a. Ordering address(es): ASAP Direct, Inc. 9860 SW 121 Street Miami, FL 3176
- 13b. Ordering procedures: For supplies and services, the ordering procedures, information on blanket purchase agreements (BPA's), and a sample BPA can be found at the GSA/FSS schedule homepage (www.fss.gsa.gov/schedules).
- 14. Payment address: ASAP Direct, Inc. 9860 SW 121 Street Miami, FL 33176
- 15. Warranty provision: Not Applicable to Professional Services.
- 16. Export packing charges: Not applicable.
- 17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level). None.
- 18. Terms and conditions of rental maintenance, and repair: Not applicable.

19. Terms and conditions of installation: Not applicable.
20. Terms and conditions of repair parts: Not applicable.
- 20a. Terms and conditions for any other services: Not applicable.
21. List of service and distribution points: Not applicable.
22. List of participating dealers: Not applicable.
23. Preventative maintenance: Not applicable.
- 24a. Special attributes such as environmental attributes: Not applicable.
- 24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at www.Section508.gov/.: Not applicable.
25. Data Universal Number System (DUNS) number: 931857825
26. Notification regarding registration in Central Contractor Registration (CCR) database: Registered.

ASAP Direct, Inc. (Alex Schreer Advertising & Promotions) was incorporated in 1995 and has provided advertising agency services to meet the needs of clients from local municipalities, retail, financial, non-profit and corporate international marketing.

ASAP Direct, Inc. is a small but highly experienced agency and we are able to communicate effectively to clients and staff and quickly adapt to a rapidly changing marketplace. We provide the flexibility that sets us apart from larger agencies. Our hands on approach ensures that our high standards of quality are met and that our staff provides superior communication and accessibility throughout each project.

With more than 27 years of experience, ASAP Direct, Inc. handles all phases of market research, print, broadcast and digital placement and rate negotiations for a range of businesses throughout the United States and Latin America. Our strong relationship with media representatives and our comprehensive knowledge of the options for each campaign consistently yield cost-effective, targeted results for our clients. In addition to overseeing multi-million-dollar ad campaigns for real estate, hospitality and retail companies, ASAP also handles direct mail and database management assignments. Our in-house services also include: Copywriting, creative design and production, printing and promotion. An example of these services are: logo design and identity packages, web site design, new program/product introductions, newspaper, magazine, radio, television and web-based advertising, brochures, collateral materials, signage and package design.

Price List
effective January 1, 2008

ASAP Direct Proposed GSA Labor Category	GSA Price
Project Manager	\$226.69
Creative Director	\$226.69
New Media/Web Services Director	\$181.35
Art Director	\$136.01
Sr. Market Research/Media Analyst	\$136.01
Media Planner/Buyer	\$90.68
Sr. Copywriter	\$90.68
Account Manager	\$63.47

Project Manager

Minimum Experience: Twenty years of increasing responsibility in development of strategic campaigns, communication, business planning, research and analysis, project management and administration.

Responsibility: Research project needs and objectives, develop conceptual and strategic plans and effective communications vehicles, manage project staff and assure quality control. Overall planning, development and execution of project including budget and staff requirements. Provide superior client service.

Creative Director

Minimum Experience: Twenty years of increasing responsibility in development of strategic campaigns and communication through creative graphic concept development and design, layout and production of collateral materials.

Responsibility: Research, develop, design and produce creative campaigns in alignment with project objectives. Complete management of staff and design services to assure quality and budget controls. Provide superior client service throughout.

New Media/Web Services Director

Minimum Experience: Ten years of increasing responsibility in development of strategic campaigns and communication as related to e-commerce and web based marketing, project management and administration.

Responsibility: Research and develop conceptual and strategic web based solutions in accordance with project objectives. Provide superior client services. Development, production and implementation of design and content of internet projects and management of staff and suppliers with the adherence to budget requirements. Provide superior client service throughout.

Art Director

Minimum Experience: Ten years of increasing responsibility in the creative and technical development and execution of marketing collateral and campaigns.

Responsibility: Research, develop, design and produce creative campaigns in alignment with project objectives. Layout, typesetting and graphic design of collateral materials such as brochures, flyers, sales sheets, communications materials such as direct mail, print and outdoor campaigns and additional materials as required to meet project objectives. Select graphic images, type styles, color palette while assuring quality and budget controls. Provide superior client service.

Senior Market Research/Media Analyst

Minimum Experience: Fifteen years of increasing responsibility in the development of target markets, research and analysis of demographic data, media research, rate negotiation, media planning and placement and analysis for effectiveness and efficiency.

Responsibility: Research and develop target markets and analyze markets for cost effective and efficient media vehicles as appropriate to project objectives. Develop comprehensive media plans, provide analysis for recommendations for each media vehicle selected. Provide ongoing negotiation of rates, schedules and premium positioning to assure the maximization of budget resources. Provide superior client service.

Media Planner/Buyer

Minimum Experience: Five years of increasing responsibility in media planning, analysis and execution.

Responsibility: Develop and maintain media plans and schedules as part of project objectives. Execute media placements through the creation of insertion orders and trafficking of ads. Serve as liaison in communications with creative agency and media representatives. Maintain and provide media recaps. Provide superior client service.

Senior Copywriter

Minimum Experience: Ten years of increasing responsibility in the development of published advertising campaigns and collateral to include brochures, press releases, news stories, executive biographies, print and broadcast and outdoor campaigns and website content.

Responsibility: Research campaign and project requirements. Conduct client interviews. Conceptualize and develop written components of advertising and media campaigns. Coordinate with project manager, creative director and other project staff as needed to assure quality control. Provide superior client services throughout.

Account Manager

Minimum Experience: Five years of increasing responsibility in account management and administrative services.

Responsibility: Provide project support as needed in the areas of client service. Serve as a liaison between project staff

Other Direct Costs

Item	Description	Color/Paper Stock	Qty	GSA Price
Photography	Photographic images at 72 dpi purchased for unlimited usage		5	\$627.23
Premium/Novelty Items	Clear slant top rectangle, curved front,	11 color acetate	10	\$1579.85

	8 1/2" x 4 1/4" x 1 1/2". Print set-up, duplication, sandblasting.	logos, 11 screen changes		
Printing	Letterhead, two colors one side and envelope two colors over one color	24# writing, Classic Crest Solar White	1000 each letterhead and envelope	\$883.73
Printing	Letterhead and envelope printing three colors one side only	24# writing, Classic Crest Solar White	1000 each letterhead and envelope	\$1086.14
Printing	Letterhead printed one side only, second sheet blank, converted envelope one color one side only, business cards one color each side	70# text, Classic Crest and 130# Cover, Classic Crest	1500 letterhead 1000 each 2 nd sheet and envelope. 1000 each of 6 versions of business card	\$1619.54
Mailing List/Document Purchase	Residents w/ estimated annual income of \$250,000+ and net worth of \$1 million+ in zip codes 33154, 33160 & 33180. Purchased for unlimited usage.	List of 4200 names	1	\$677.95